



*Mark Young
New York Metro*

March 24, 1998

Mr. Dave Wilmesher

Subject: Lake Tahoe Customer Recommendation

Dear Dave,

As we discussed last week, I would recommend adding the following customer to the Lake Tahoe trip in August:

Mr. Andy Kerstein (President of Andy K's Stores / New Jersey)

Chain Information: 6 C- Stores (3 corporate / 3 franchise)
 2 Cigarette & Tobacco Stores (CTS)
 Plans to open 10 additional CTS location / next 12 months.

Address: Andy K's Stores
 Mr. Andy Kerstein
 1160 Ocean Avenue
 Sea Bright, New Jersey 07760
 (732) 741-3222

Andy K's is currently a small chain in New Jersey with 8 stores, however identified as a true "A Player" in the future. The reason Andy is so important is due to his personal involvement in fighting for the industry in all Tax and Cigarette Restrictions that surface in the state. Andy is the person that represents the Retailers every time someone is needed to testify in support of the cigarette industry in New Jersey. Andy has been personally responsible for reversing the decision on Non-Self Service / restricted advertising in three Townships in the state. At the same time, he has opened up two new CTS locations in 1st quarter, with plans on 10 additional locations over the next 12 months. This chain is definitely an RJR Partner and a Player in the future.

Sincerely,

Mark Young

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